

ABSTRACT

This thesis studies about how far customer satisfaction on the performance of CV. Marabunta Motor Wonosobo workshop which is reviewed from the obtained services and the expected services. In this research was expanded the dimension of the quality services variables that is in accordance to the actual situation on the CV. Marabunta Motor Wonosobo, such as the facilities, the infrastructure, the quality of the mechanics, the quality of the employees and the quality of workshop procedures

The research population is the customers who visit CV. Marabunta Motor Wonosobo workshop. The determination of the proportions in this research is the *Importance Performance Analysis (IPA)*, and the number of samples taken amounted to 100 respondents. This research use validity and reliability test as the test method. The validity and reliability tested on all the importance and performance indicators from all dimensions and the results were all positively correlated and statistically significant, this is evidenced from the significant value <0.05 so it can be concluded that the data in this research is valid. Whereas the reliability test results indicate that the magnitude of cronbach alpha value for all indicators and performance expectations from all dimensions was > 0.6 so it can also be concluded that it is a reliable indicator.

The results of this research indicated that IPA method which used can provide a framework to understanding the customer satisfaction as a function of expectation (*Importance* or the importance rate) associated to an attribute and the customer assessment to organizational performance (*performance*) visits of relevant attributes

Key words : *Importance Performance Analysis (IPA)*